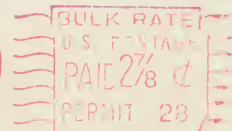


You're certain

to have a new job

by this time next

year, *Mr. Nesson*



T NESSON
SYSTEMS CONST
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NY 12603



You're certain

to have a new job

by this time next

year, *Mr. Nelson*

... and here are four ways
NATION'S BUSINESS will get
you set for it.

WHAT NEW JOB?

Whether or not you expect a promotion soon ... or to take an offer from outside ... or even if you're already the top man in your company ...

-- you'll have a new job 12 months from now, just as surely as you're sitting down reading this letter.

Why? Because all the changes going on now affecting business can drastically alter your management responsibilities. If you were already seeing NATION'S BUSINESS, you'd know where these changes are coming from -- how they're likely to influence your business life -- and, more important, what you should be doing now to prepare for them.

Specifically, NATION'S BUSINESS helps you get set for the four most widely felt and far-reaching changes:

First -- are the changes boiling out of Washington that will affect every business, and every person in business who exercises a management function. Like it or not, Government is reaching ever-deeper into the pocketbook and the procedures of business.

That's where NATION'S BUSINESS, with its unique "business-minded" coverage of Washington, can keep you continually posted on what's happening, and what's likely to happen on such matters as taxes, defense spending, government contracts, price stabilization, labor's influence, business legislation, anti-trust --

... and all the other spheres of government activity -- most of which virtually demand advance knowledge to help you avoid costly mistakes or miscalculations, or to help you get a jump on competition.

This is not the "once-over-lightly" newsletter treatment, or just hitting the high spots that your daily paper may cover. Instead, NATION'S BUSINESS gives you deep-probing, thought-provoking reports on developments in the Capital that are stirring up the most change and can eventually sweep aside many long-standing business customs and practices.

Second -- are the changes going on in business itself. Look at how the computer is

altering basic business operations. Or how marketing methods are being adjusted to the demands of our vast middle class wealth. Or the accelerated pace of business merger and consolidation.

The list could go on endlessly - describing ways in which business itself is generating changes. NATION'S BUSINESS, through its publishing tie with the United States Chamber of Commerce, has a unique observation post for all of this.

The National Chamber is in daily touch with thousands of businesses across the land -- advising, suggesting, and in many ways acting as an intercommunication network for the exchange of new ideas, new developments, new trends.

Many of the articles and reports in NATION'S BUSINESS emerge as a valuable by-product of this activity ... giving you keen insight into what other businessmen are thinking and doing. But it's not a haphazard, catch-as-catch-can service! Every issue of NATION'S BUSINESS will give you current situation reports on these vital areas:

agriculture
construction
credit and finance
economic conditions

foreign trade
investments
labor relations
marketing

natural resources
politics
production
transportation

Third -- are the changes taking place in the art of management. Just as the doctor, engineer or scientist must keep up with the technology of his field, so must the professional manager -- to keep moving ahead -- to avoid the pitfall of "executive obsolescence."

Most of its 780,000 subscribers regard NATION'S BUSINESS as the prime source for practical, detailed instructions on up-dating executive skills to meet changing management responsibilities. You can also share in the ideas, experiences, and findings of the country's top successful executives, business psychologists and other authorities on business practices.

In fact, during the first few months you're seeing NATION'S BUSINESS, you'll pick up scores of ideas on increasing and improving your executive qualifications -- winning the respect, loyalty and cooperation of your employees -- and solving both routine and unusual business problems.

*You receive
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Free!*

To give you a head start in acquiring these valuable skills, (and also to let you preview the kinds of articles you'll find in NATION'S BUSINESS) we'll send you the set of three management manuals -- packed with this very information -- described in the enclosed folder.

Fourth -- are the changes in the relationship of the businessman to his community. More and more companies are encouraging managers to channel energies into civic and political efforts. And communities are quick to point out where help is needed.

In this context you have a new and challenging leadership role ... and NATION'S

BUSINESS is the obvious first place to turn for help. It is virtually the only publication providing timely, well-researched articles on how businessmen can effectively serve their communities.

NATION'S BUSINESS equips you to move comfortably and competently in the civic arena. It will make you thoroughly familiar with many of the complex issues you'll encounter in your locality ... such critical community problems as air pollution, water conservation, housing, unemployment, traffic congestions, education, taxes, welfare programs, urban renewal, and a host of others.

Make no mistake -- whether you serve on a P.T.A. -- head up a hospital fund drive -- or hold a political office -- this "after-hours" work can develop into about as important a part of your job as your 9:00 to 5:00 duties. It gives you an unparalleled opportunity to explain the business viewpoint on controversial issues. It can reflect goodwill on your firm. And it can enhance your own prestige both inside and outside of your company.

So you do have a NEW JOB coming

... a vastly different one that can result from all these changes. Maybe you'll do it at the same desk for the same company. Maybe not. But it will pay you to enlist the help of NATION'S BUSINESS in facing the new duties that lie ahead.

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Enter your trial subscription for the next year at only \$6.75. The handsome and useful set of management manuals describing "THE THREE STEPS TO MORE SKILLFUL MANAGEMENT" will be included - free of charge.

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Please use the enclosed card to send your order today. Your subscription will start at once and your manuals will go out by return mail.

Most cordially,

Philip A. Sweeney

Philip A. Sweeney
Subscription Manager

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"Three Steps to More Skillful Management"

By the Editors of Nation's Business — New Third Edition

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The first manual in this 3-volume set is actually a miniature "do-it-yourself" course in self-improvement. It will help you sharpen the management skills you already possess — show you how to develop other skills becoming more and more in demand — and outline a way to knit both types of skills into a carefully planned program of personal progress. You'll learn —

- how to unclutter your mind and desk of useless detail
- how to put more action into your writing
- how to counteract the common failing that freezes decision making ability
- how to get more work accomplished in less time
- how to present ideas so they won't get shot down
- how to protect yourself from one of the most frequent sources of job irritation
- how to free your business letters from stodgy words and expressions
- four basic steps to improve your performance as a decision maker
- how to understand employees' attitudes toward you
- ten tips to help you sharpen your powers of concentration as a listener
- a "90-minute work cycle" that one top executive uses to melt his workload
- how to sort workable ideas from pipe dreams
- guidelines to more productive creative thinking
- four key points that can further your career growth
- how to live with job pressures
- how to derive more real satisfaction from your work

"Managing Your People"

Volume Two concentrates on "people problems." It provides tested ways to win the respect, loyalty and cooperation of all your employees — and provides sensible suggestions for handling various personality types that could wreck your business. You'll see —

- how to delegate authority without loss of control
- how to help employees gauge their own performance
- seven supervisory skills of the seasoned manager
- how to create an atmosphere that encourages more suggestions and ideas
- how to build challenges into work assignments
- eight yardsticks for measuring performance goals
- how to cope with the fellow who runs a "one man show" . . . "the hand-sitter" . . . "the loner" . . . "the empire builder" and other problem types
- how to reduce non-productivity of new employees
- five "musts" for delegating responsibility
- how to salvage and reactivate the man who's cut off from the mainstream
- checklists for rating employee performance and potential
- eight tests to separate the doers from the dawdlers, dalliers and daydreamers
- how to handle employee clashes
- 11 checkpoints for hiring or promoting a key man
- how to give younger employees the will to work
- how to respond when you, yourself, are drawn into a clash of employee disagreements
- 12 questions to ask applicants during the interview

"Managing Your Business"

Volume Three is a veritable gold mine of ideas on organizing operations — paring down costs — increasing the productivity of departments and improving the profit position of your company. You'll find out —

- how to choke off unnecessary losses
- how to see what's ahead for your company and to evaluate your personal stake in it
- how to breathe new life into a company that's drying up
- how to develop an *esprit de corps* among employees of even a far-from-first place company
- how to save money and eliminate headaches during reorganization
- how to deal with strong resistance to change
- where businessmen often go wrong in thinking out courses of action
- how to identify those product lines which may be unprofitable to continue
- the three serious threats to prosperous businesses and how to protect against them
- how to communicate your company's position on controversial issues
- four conditions that create "blurred responsibility" and "fuzzy authority" and how to cure them
- when to expand your line
- how to make sure that organizational strictures aren't shutting off new ideas, depressing initiative
- detecting and correcting inefficient and unprofitable operations
- four ways to gain meaningful employee cooperation in trimming unnecessary expenses
- how to plug up leaks of confidential information without shattering employee morale and teamwork

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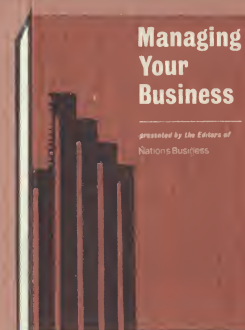
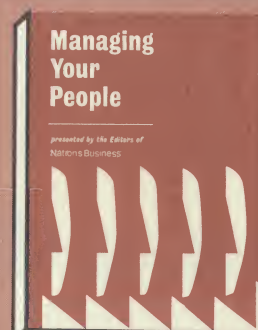
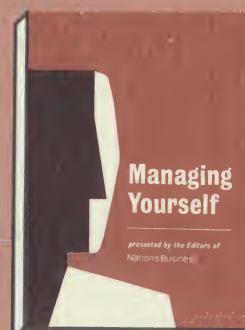
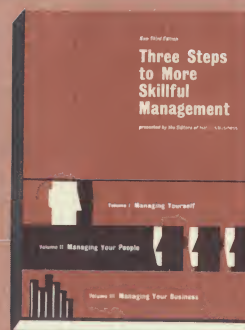
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Chapter 9	Make jobs pay their way
Chapter 10	How to handle company secrets
Chapter 11	Get help in cutting costs

To obtain your set of these three manuals, simply fill out and mail the enclosed postpaid card.



With these manuals, you can confidently apply the management skills so urgently needed in this time of business change—skills to help you solve both the major and minor problems that crop up in the three areas of your executive responsibility. As the outline below indicates, the problems covered are as real as those you had to solve a few days ago—are wrestling with today—or will have to face tomorrow.